

City of Lafayette Staff Report

To: Mayor Tatzin and City Council Members

From: Christine Sinnette, Senior Planner

Date Written: July 21, 2009

Meeting Date: July 27, 2009

Subject: Consideration of request from Contra Costa Certified Farmers' Markets, Inc. to use Lafayette Plaza for a farmers' market pilot program

On June 10, 2009, the City received a letter from the Contra Costa Certified Farmers' Markets, Inc. (CCCFM) requesting the use of Lafayette Plaza for an evening farmer's market pilot program to take place on Friday, August 21 and 28, and Thursday, September 3, 10, and 17 (see Attachment 1.) The Council considered this request at their July 13 meeting and continued the matter to the meeting of July 27 to allow CCCFM and the Environmental Task Force Local Food subcommittee to provide additional information. CCCFM provided staff with a packet of information (see Attachment 3). Listed below are the items requested by the City Council with references to page(s) in the attachments where the responses can be found.

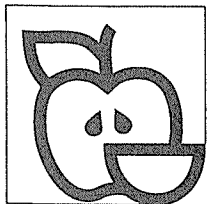
Information Requested	Response
Background on site selection process.	Attachment 2, Page 3 Attachment 3, Pages 5, 9 Attachment 4, Page 14 Attachment 7, Page 24
Proposed location for vendor parking.	Attachment 3, Pages 6, 12, 13
What is meant by "local" vendor?	Attachment 3, Page 5 Attachment 5, Page 21
Who will pay for costs associated with barricade placement, portable toilets, etc.?	Attachment 3, Pages 5, 6, 10, 11 Attachment , Page
Effect on local businesses.	Attachment 2, Page 4 Attachment 3, Page 8 Attachment 4, Page 15 Attachment 6, Page 21
Impacts on existing parking.	Attachment 3, Page 6
How will the farmers' market pilot program be evaluated?	Attachment 2, Page 4 Attachment 7, Page 29

Recommendation

Consider and direct staff.

Attachments

1. Letter from Contra Costa Certified Farmers' Markets, Inc., dated June 8, 2009
2. Summary of Events Leading to the Development of a Lafayette Farmers' Market
3. Correspondence from CCCFM, dated July 27, 2009
4. Market Location Plan and Site Layout (6 pages)
5. Vendor Information
6. Business Community Outreach
7. Marketing Plan 2009-2010
8. Public Comment, July 13 through July 20, 2009



FEIN 680063140

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PH 925.431.8361 FAX 925.228.5080

WWW.CCCFM.ORG

City of Lafayette
3675 Mt. Diablo Blvd., #210
Lafayette, CA 94523

TO	NAME
	FEDERIGHI
	ANDERSON
	AUDURI
	ANDERSON
	TATZIN
	CITY MANAGER
	ADMIN. SVCS DIR.
	COMM. DEV. DIR.
	PLNG. SVCS. MGR.
	ENGRG. SVCS. MGR.
	PUB. WORKS MGR.
	PARKS & REC. DIR.
	FINANCIAL SVC. MGR.
	POLICE SVCS. MGR.
	ATTORNEY
	CITY CLERK

JUN 10 2009

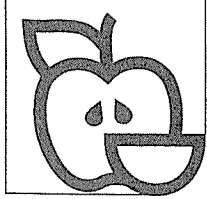
CITY OF LAFAYETTE

On behalf of the Contra Costa Certified Farmer's Market Advisory Board and farmers, we would like to thank the members of the Lafayette community involved with the Environmental Task Force Local Foods Group, Sustainable Lafayette and the Chamber of Commerce for their support and trust in working with the CCCFM to make a Lafayette Farmers' Market possible this 2009 season. We have met several times to listen and develop a strategic plan to meet the goals, needs and concerns of the local community and businesses.

The 2009 season would begin at the end of the summer on 2 Fridays in August. The first two days being on Friday, August 21st and 28th to partner with the final dates of “Rock the Park” and move to Thursday eve. for the following three (3) weeks in September and close for the season on September 17th. The Chamber of Commerce has graciously offered to help promote the market, prior to the evening event.

We truly feel that this weekly event will enrich the quality of life in the Lafayette community in many ways, and we thank the members of the community and the council for their consideration in allowing it to happen at this small, beautiful location in downtown Lafayette.

We also want to explain why a local not for profit organization like CCCFM is the best choice to operate the market.

**CCCFM, INC.**

P.O. Box 23727, PLEASANT HILL, CA 94523 - 0727

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Highlights from a very successful 27 years of serving local Contra Costa Communities:

- The number of farmer participants in our organization has grown in 2009.
- CCCFM currently operates 4 markets in the county, this allows for more focus to be placed in participating in specific community activities and events
- In 2008, CCCFM successfully relocated our downtown Walnut Creek Farmers' Market and in 2009 our Pleasant Hill Farmers' Market's growth was tooled for the city and community members' desires.
- CCCFM developed attractive new marketing and promotional materials that mention all the cities that host our markets, including banners, a brochure, a e-newsletter, postcards, and video.
- The CCCFM organization participates in local events such as Sustainable Lafayette and the Art & Wine Festival.
- Two school gardens and a school cafeteria salad bar were started in Pleasant Hill in 2005, with financial support from CCCFM.
- CCCFM formed a 501c3 non-profit organization called N.E.A.R. in 2005 in order to raise funds to help us expand our educational outreach efforts
- In 2009, CCCFM began the process of hiring talented, dynamic, employees that are spear heading new ideas to expand our mission to "Buy Local and Harvest Young" by teaching young people about making health choices.

We are committed to serving the community, and we look forward to working with you and your staff members as we begin the process of organizing a new market for the City of Lafayette.

We fully recognize the short time frame to get this farmers' market launched and time is of the essence. We are requesting to be place on the agenda for the next City Council meeting on June 22, 2009. We look forward to hearing from you.

Respectfully,

Jessie Neu
Executive Director
Contra Costa Certified Farmers' Markets Inc.

SUMMARY OF EVENTS LEADING TO THE DEVELOPMENT OF A LAFAYETTE FARMERS MARKET

In the recent past, there has been general consensus in Lafayette that having markets in neighboring communities could satisfy our community members' access to a market if they desired. However, during the past two years, interest in having a local farmers' market within the city has grown among Lafayette residents. Many say that they want the market as much for a positive community experience as to get local produce. Others say that they'd prefer not to have to drive out of the community to go to a market on the weekends. Others say that they'd like a place to share their home grown products, such as fruit, vegetables, eggs and honey. Many are interested in learning where and how their food is grown and transported.

This interest is consistent with the community's values. The general community of Lafayette has a population that is concerned with living a healthy lifestyle and respect for the environment. The City of Lafayette, in 2006, passed an Environmental Strategy, with goals: to ensure the environmental sustainability of the community, the City will establish and work towards achieving goals in the following areas:

- Resource conservation

- Environmental effects on public health and welfare

- Environmentally sensitive land use

- Community education and civic involvement.

One of the goals is to "investigate and promote opportunities for Lafayette consumers to purchase local and regional organic produce, such as a local farmers' market."

As a result of this growing interest in eating "local food" and having a community farmers market, a group of 20 – 30 Lafayette residents has been meeting regularly for the past six months to discuss ways that we could bring a farmers' market to Lafayette without hurting merchants. This group would like to keep the market small and centrally located. They contacted different farmers market managers and were very impressed with Contra Costa Certified Farmers Market (CCCFM) association, in large part because they were willing to help create a market that met our local needs and parameters, and because of their successes in other local communities. Jessie and Keith, the CCCFM director and WC manager, suggested having a seasonal Thursday evening market, from May through October. Three sites were considered. (AHS was not considered due to the number of evenings the parking lot is full.) The sites considered were the Bank of the West parking lot, LaFiesta Square area, and the downtown Plaza Park. All agreed that the Plaza Park was centrally located and impacted the fewest of buildings, required minimal street closure had been successfully used for similar events, and thus was the best site.

The group approached Jay Lifson at the Chamber of Commerce and the staff at the City offices about planning a trial of five evening markets at the end of this summer. Jay shared that there was a community band performance in the park the last three Fridays in August. The group agreed that it would be great to piggy-back with the band performance the last two Fridays of August and then hold markets the first three

Thursdays in August. These five evenings (August 21, August 29, September 3, September 10, September 17, each from 4 - 8) would be a trial.

The Environmental Task Force is interested in gathering data during this trial period to help develop a successful market. The data could be used in 2010, when the City decides whether to sign a contract with CCCFM to manage a seasonal market from May to October of that year. Data would include:

- 1) The number of attendees and their overall satisfaction,
- 2) How many market goers return on subsequent evenings of the trial or plan to return.
- 3) How the market impacts community members' purchase of local, sustainably grown food,
- 4) Whether attending the market decreases travel time,
- 5) What impact the market has on traffic and parking.
- 6) Whether, as a result of their experience, market goers receive information or an enhanced understanding of where and how the food is grown
- 7) What impact the market has on shopping at local businesses and storeowners' satisfaction with the market

The group met with Dan and Connie of Diablo Foods and Jay and discussed some ways that local merchants might be involved in the market. The group decided that all Chamber members needed to be included in the discussion, and as a result, the meeting June 22 at 6:00 at the city offices was planned. At that meeting storeowners concerns will be addressed. On Monday, June 21st, the City first looked at the request to have a trial market and decided to postpone decision until the July 13th City Council meeting. The council requested a site plan of the market..



Farmer's Market - Lafayette City Council

July 27, 2009

Submit to Christine Sinnette

Speakers

- Leslie Westphal – Lafayette Resident, Mother of 4 children
 - Introduction
 - Why we want a Farmers' Market
 - Why we chose CCCFM (Contra Costa Certified Farmers' Market)
- Diane McNally – Board of Directors CCCFM Volunteer, Martinez Resident
 - Presentation
 - 5 points of Concern for City Council
 - **costs** to be paid by City of Lafayette
 - **impact** on business community
 - **local** - definition regarding vendors
 - **site selection** process
 - **parking**

1) A 30-page detailed Marketing and Business Plan was submitted to Christine Sinnette, uploaded to City website including:

- criteria for establishing a successful market in Lafayette
- selection of CCCFM for Farmers' Market management for Lafayette
- references from neighboring cities regarding successful Farmer's Markets operated by CCCFM
- site selection candidates and review process for pilot location and relocation for permanent location
- Attachments: website, postcards, brochure, posters, e-newsletter, event calendar, aerial maps of Plaza Way with market footprint, layout of market, potential vendor list, door-to-door inquiries of local businesses

2) Expansion of 5 Points of Concern

- **Costs** to be paid by City of Lafayette
 - currently no fees due
 - going forward, any funds showing support would ensure a growing and thriving market
- **Impact** on business community (Attachment A)
- **Local** = definition regarding vendors
 - Less than apx 150 mi radius
 - Average food in USA travels 1500 miles to your plate¹
 - Using growing methods minimizing environmental impact
 - Sold by principal producers, ensuring a connection with shopper
 - Local Resident Gardeners are welcome to sell their product, but would need to meet same certification Standards of CCC Dept of Agriculture
 - Not enough local resident gardeners and crop variation to sustain a farmer's market
 - Currently have 8 farmers within a 50 mi radius
- **Site selection** process
 - factors
 - 13 sites reviewed (Attachment B)
 - Size
 - Centrality
 - Visibility
 - Environment – ensuring the market has an attractive location, interfaces well with the neighborhood:
 - Encourages shopping, lingering, seating, safety
 - Transportation & Parking (vendors and shoppers)

- Water
- Restrooms
- Surface Cover – must meet Health Department requirements
- Stall layout
- Ownership, Cost & Insurability
- Zoning, Fire Regulations, Law Enforcement

- Central Plaza – Pilot Program Selection
 - small footprint
 - highly visible for pilot
 - under-utilized community gathering spot
 - Community event tie-in
 - Sweet Thursday program at new Public Library
 - Popular dining out night
- Market Day selection
 - Review Farmer's market saturation in surrounding area
 - Pre-weekend (pick of produce)

- **Parking / Traffic**
 - Barricades
 - Purchase
 - Donation secured to cover cost of barricades. Estimated cost = \$1000, Community Secured Pledge=\$2000 (Attachments C, D)
 - Storage
 - 2009 – CCCFM will provide storage
 - Continue to pursue other storage
 - Parking
 - Vendor - commitment from Methodist Church for 2009, and they will consider parking lot use for next year if trial works out. (Attachment E)
 - farmer's loading needs should be given top priority consideration during site selection process. A site with these considerations will make Lafayette a top priority for farmers
 - Placement of "No Farmers' Market Parking per Owner Request" signs where needed (Open Sesame)
 - vendor traffic flow (Attachment F)
 - Shoppers
 - Review local businesses after hour lots
 - e.g. Corporate Terrace - status Beth Ferree
 - old library parking lot – status to be determined
 - Metered – East Mt Diablo = revenue source for city
 - Oakhill Rd – East side
 - Brook Street, Moraga Blvd, North of St Marys Rd : high density for walkers
 - Street parking exposes shoppers to businesses
 - Develop community campaign to encourage folks to walk and bike
 - Veggie Valet available (on Golden Gate Way)



- Number of booths
 - 30 paying booths
 - 20 agriculture on Plaza Way
 - 10 non-agriculture (including prepared foods) on Golden Gate Way
 - 4 – 6 free booths on Lawn
 - 1 chamber will facilitate local merchants
 - non-profit booths
 - artist booth
 - Backyard Farmer's Booth
 - NEAR cooking demo booth
 - Music

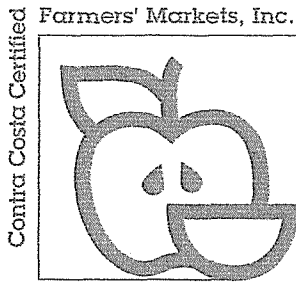
Attachments

- A - Financial Analysis of Impact of Farmers' Markets on Local Business Community
- B - Site Selection Candidates and Review Conclusions
- C - Barricade Costs Estimate
- D – Personal Pledge from Lafayette Resident for Barricades
- E – Pledge for Vendor Parking
- F – Vendor Traffic Flow

ⁱ UC Small Farm Center
www.sfc.ucdavis.edu;

Iowa State University- Leopold Center for Sustainable Agriculture
www.leopold.iastate.edu/pubs/staff/files/food_travel072103.pdf





ECONOMIC ANALYSIS/SEASONAL MARKET

Estimated visits to the Farmers' Market (Seasonal) –
845 Weekly

Annual seasonal visits estimated at: 25,350

25,350 visits/2 per group* =12,675 purchasing agents

12,675 X \$40.00 * average spent each visit = \$507,000

Spin – off Rate = for every \$1 spent at a Farmers' Market,
Up to \$3 is spent at nearby businesses*

\$507,000 in sales X \$3 = \$1,521,000 to the local economy

*Source: Costs & Benefits of California Farmers' Markets, California Department
of Food and Agriculture



Alternate Lafayette sites considered:

- **Veterans Hall**
 - **Pro-** beautiful building, good visibility, parking, well known location, near proposed community garden, parking lot use- farmers can keep vehicles with them, bathrooms-facility, local foods community group likes location
 - **Con-** Outskirts of town, not a destination, cost to rent facility/ parking lot use- limits on day and time available, not centrally located
- **Stanley Middle School**
 - **Pro-** good visibility, plenty of parking, location, well known central location, farmers can keep vehicles with them, bathroom facility, **location for Sustainable Lafayette green event**
 - **Con-** highly utilized facility, approval process, limits on day and time available
- **Acalanes HS**
 - **Pro-** good visibility, plenty of parking, well known location, farmers can keep vehicles with them, bathroom facility
 - **Con-** highly utilized facility, approval process, not centrally located, limits on day and time available
- **Lutheran Church**
 - **Pro** - plenty of parking, farmers can keep vehicles with them, bathroom facility
 - **Con-** difficult location, not good visibility, approval process, limits on day and time available, only one road in
- **Christian Church**
 - **Pro-** Next to bike trail, nice location with trees, more farmers, farmers can keep vehicles with them, bathroom facility
 - **Con-** difficult location, not good visibility, approval process, limits on day and time
- **Hungry Hunter**
 - **Pro-** High traveled street, empty corner building & parking lot
 - **Con-** difficult location, not good visibility, approval process, future of property
- **Brown Ave.**
 - **Pro-** city street, drive through to N. side of freeway
 - **Con-** difficult location for street closure, not good visibility, approval process, impact businesses, problematic
- **Bart parking lot**
 - **Pro-** good visibility, well known central location, lots of parking,
 - **Con-** approval process, limits on day and time available, hot in summer
- **Bank of the West**
 - **Pro--** good visibility, well known central location, closed weekends
 - **Con-** approval process, limits on day and time available, ATM access
- **Lafayette Circle Fiesta Square**
 - **Pro-** good visibility, well known central location,
 - **Con--** difficult location -impact businesses, parking, problematic
- **Golden Gate Way**
 - **Pro--** good visibility, plenty of parking, location, well known central location
 - **Con-** difficult location for street closure, business and Apt. access
- **Butler Conti**
 - **Pro-** good visibility, well known central location, lots of parking
 - **Con-** empty building & parking lot-future Senior Housing site-Eden Care-plans submitted to city already for future use



Bay Area Barricades

Price break down:

7 Type III barricades 78.70 each

5 Type II barricades("A" frame for signs) 27.50 each

15 Standard orange cones 9.85 each

Signs needed: signs will be mounted on the Type II barricades

DO NOT ENTER (DOT APPROVED) X 2	30.00 each
NO RIGHT TURN (DOT APPROVED) X 1	35.00 each
ROAD CLOSED* (DOT APPROVED) X 5	5 .50 each

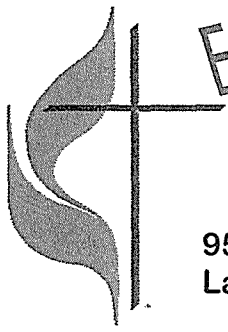
* = cardboard, all other are steel

July 17, 2009

Dear City Council Members,

As a member of the City's Local Foods Group, a sub-committee of the ENvironemntal Task Force, I am aware that there is a concern about the cost of the barriers that would be needed to control traffic at a pilot Farmers' Market in the Lafayette Plaza Park area. There are a number of Lafayette Citizens who have volunteered to pay for the barriers, and let CCCFM managers set them up as needed. As a result, the City would not be responsible for any cost, nor their set-up.

Sincerely,
Janet Thomas
3206 Palomares Avenue
Lafayette
(925) 946-0563
thomas@silcon.com



Experiencing and Expressing Christ's Love

Lafayette United Methodist Church

955 Moraga Road
Lafayette, CA 94549

Rev. Lori Sawdon, Pastor
925-284-4765

July 19, 2009

Contra Costa Certified Farmer's Market
P.O. Box 23727
Pleasant Hill, CA 94523-0727

Dear Friends,

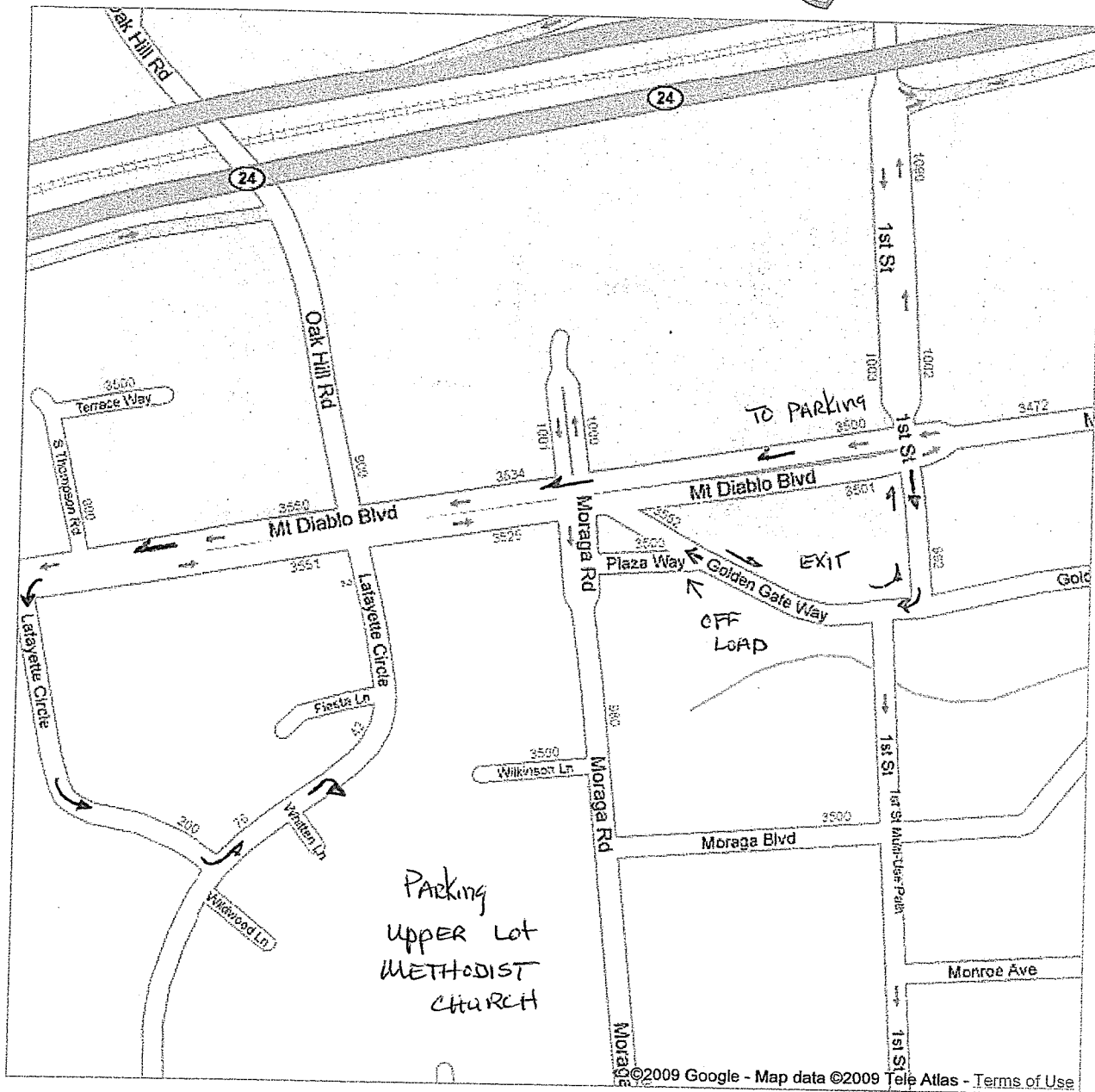
I am pleased to confirm that our Board of Trustees has approved the use of the church's upper parking lot for the pilot Lafayette Farmer's Market scheduled for Fridays, August 21 and 28 and Thursdays, September 3, 10, and 17. We understand that the farmers will be parking their vehicles in our lot from approximately 2:30 – 9:00 p.m. Upon final approval by the City of Lafayette, we will require the receipt of proof of insurance with Lafayette United Methodist Church listed as additional insured, and the specification that in claims related to the use of the premises that the User's insurance is primary.

Our church campus, including the parking lot, is heavily used by our community for various youth organizations, choral groups, English as Second Language classes, Futures Explored, 12 step groups, Lafayette Seniors, in addition to our own preschool and church ministries. The lower parking lot is leased to local business owners for use during the day Monday-Saturday, 8:00 a.m. to 6:00 p.m. We recently agreed to share our facility with a new choral group on Thursdays, 6:30-8:30 p.m., beginning September 17. With the use of the facility, the use of the parking lot is assumed. Thus, the timing of the pilot project happens to fit into vacant space in our building use schedule. We are pleased to make this offer to the Lafayette community. It is consistent with the spirit in which we generously share our facility with the community.

We are willing to consider making the parking lot available in the future if the Farmer's Market continues on Thursday next year. Given our new arrangement with the choral group on Thursday evenings, Sept. 17 will help us determine whether we have sufficient parking for the community group with which we have a previous commitment. The months of May, September, and October may be challenging. The pilot project will enable us to evaluate our needs.

Sincerely,

Lori B. Sawdon, Pastor





Lafayette Farmers' Market Location Site Plan CCCFM 2009

Lafayette Plaza Park Site Plan for a 5 week Lafayette Certified Farmers' Market

Contra Costa Certified Farmers' Market Inc. goal is to establish a long-term relationship with the city, any owner/property manager and all merchants occupying the property on which the farmers' market (FM) will be located.

Insurance

Jay- Marie Garcia Insurance L# 0668893 (925).680.7405
1630 Contra Costa Blvd. #215 Policy # 01CG620153
Pleasant Hill, CA 94523

Safeco Ins. Co. AVII
Endurance Workers Comp.

The Location

Location, Location, Location. The prime location being considered is the street and parking area on Plaza Way in central Lafayette. In our opinion, this is the best possible location for the 5 week test market.

This is a beautiful location with good visibility on a highly traveled intersection. The market would be kept very small due to the small foot print and size of the street. There are space issues on site and this limits the number of participants.

There would need to be a small approx. 100' street closure on Golden Gate from Moraga Rd. to the exit on Plaza Way for additional non-agriculture participants and pedestrian safety.

Businesses and residents on Plaza Way and behind the building would have access to the driveway and parking below.

The street closure on Plaza Way seems to be an easy procedure to protect the plaza before the farm trucks arrive to off load their produce. The street is a one way in off Moraga Road and allows for exit on Gate way to the right. Golden Gate Way would be closed off Mt. Diablo Blvd. to the exit on Plaza Way and right to Golden Gate Way.

Closing Golden gate way would require notice signs on Mt. Diablo and type III (3) barricades across the street on both sides of the street on Mt. Diablo and at the exit on Plaza Way. The farm trucks would be parked off site from the street to maximize vending booth use. This situation adds to the logistics in coordinating off load vehicles for the participants selling on the plaza.

A management team would keep the process moving and coordinated for safety.

There is a need for a portable toilet and hand washing station on site for the participants.

CCCFM staff would make every effort to maintain a clean market space.

The promotion of the market and relocation time table

- 1) Promoting the opening location by word of mouth, newsletters, newspapers, the internet, signs, banners, flyers and posters in neighboring store windows will make this 5 week effort a success.
- 2) Very careful consideration must be given to a re-location for the market in the Spring so as not to damage participation and the customer base. Make this the only move and permanent location for the market.
- 3) It is strongly recommend that a move take place upon opening rather than mid-season. It gives you planning time to develop a sound plan to educate the public and not leave anyone behind. A mid-season move can be done with the proper components in place, however, if is not done with proper planning it could disrupt participation and cause unneeded hardships on grower/vendors and the flow of shoppers.

The property and surrounding businesses

- 1) The location being considered is the street named Plaza way and the area between Lafayette Park on city property.
- 2) Long-term use cannot be guaranteed unless a lease agreement and "good faith" understandings can be achieved. An agreement is recommended for clarity and trust.
- 3) Support from the community and the city by establishing and maintaining dynamic communication with the businesses, chamber, and FM is key to a good working relationship. This is the opportunity to address all issues of concern.
- 4) A Farmers' Market is an event that generates vehicle traffic and pedestrian traffic. Surrounding businesses will be impacted with regards to traffic and parking. This is more of a positive than a negative since every time a shopper walks by a door it is very likely that shoppers will patronize their establishment. Convincing a shop owner of this is difficult and takes time.
- 5) Holding monthly meetings with, City staff, affected businesses and the Farmers' Market organizers in a time frame a head of a decision to make the relocation a reality is very important to re-establish the farmers' market in a new location. Meeting every six (6) months following the move to continue to be in communication (with all the parties) to make corrections.

Traffic and Safety concerns

- 1) Results of the site survey shows that one (1) driveway into the proposed location from Moraga Road will have to be closed and will require two (2) type III closure barricades and six (6) traffic cones. The Lafayette Traffic Dept. will have to be consulted as to whether we will require a *No Right Turn* sign prior to the driveway.
- 2) Four (4) type III barricades will be required to close off Golden Gate Way on two (2) sides off Mt. Diablo Blvd. and at the exit to Plaza Way and the parking lot. The Lafayette Traffic Dept. will have to be consulted as to whether we will require a *No Right Turn* sign on Mt. Diablo prior to Golden Gate Way.
- 3) There are some concerns over pedestrian traffic crossing from the Gas station and on both intersections on Moraga Road and Mt. Diablo Blvd. to the FM location. In observing traffic on two consecutive afternoons, traffic moves fast through this area.
- 4) The Farmers' Market will most certainly draw a lot more traffic since it will be visible from Mt. Diablo Blvd. There will be traffic flow issues for the first several weeks of the season and no doubt, there will be complaints from citizens. These will abate, as everyone gets accustomed to the new traffic patterns. During the adjustment phase, it is suggested that there is increased police presence in the area as determined by Lafayette PD.
- 5) A meeting with a City Traffic Engineer will be required.

Storage of Barricades, Cones, and associated signage.

- 1) Storage of FM street closure equipment is most efficient if it can be stored near the market site. The best possible solution is to secure a small space behind the theater where the barricades and cones can be placed. This would be ideal. Transporting them to an off site storage site would be difficult.
- 2) City Public Works could drop barricades at a designated spot at FM location on Thursday morning and pick up Monday morning, if a location for storage cannot be secured. This is not the best solution as it involves additional work.

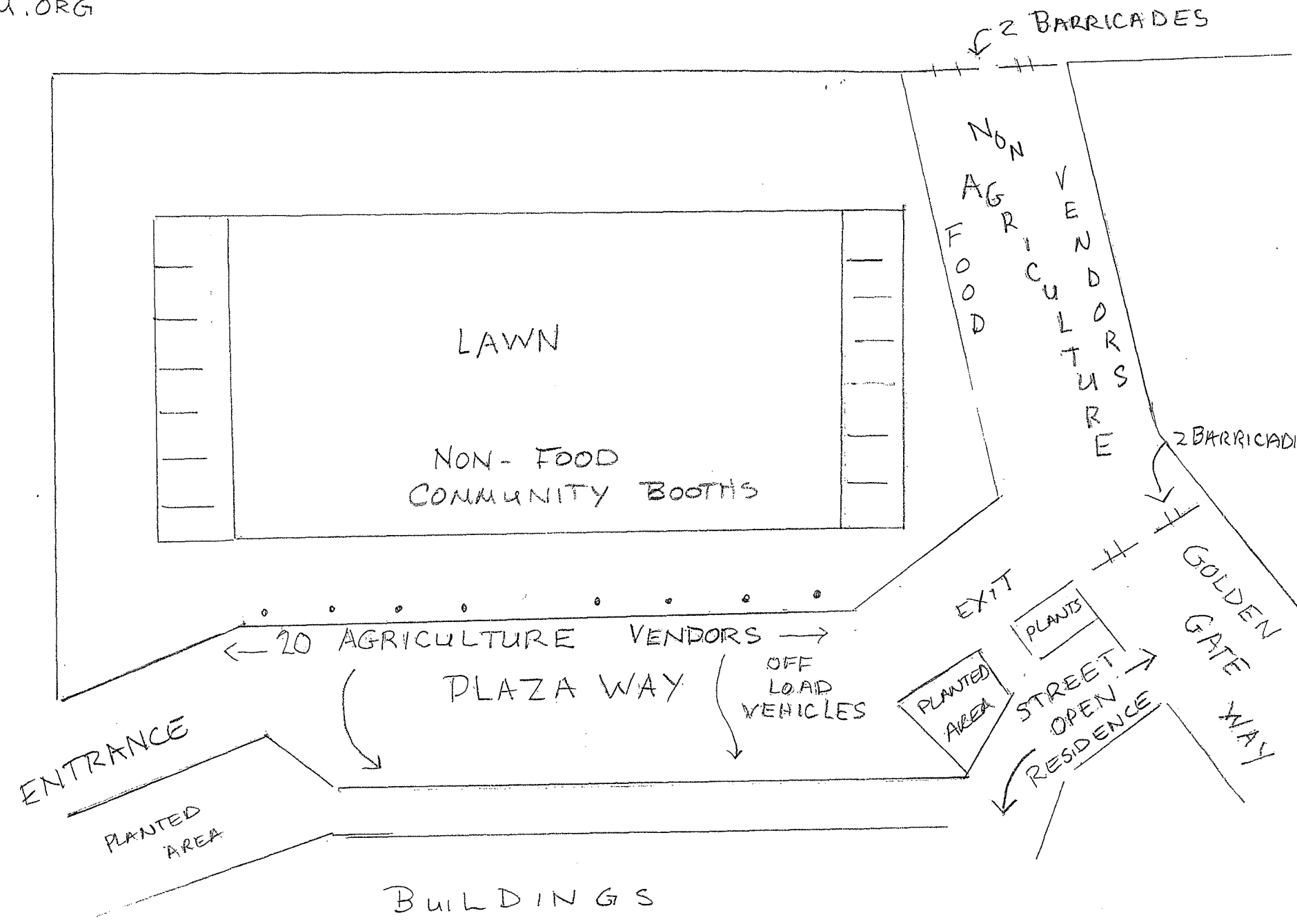
Parking and Police Services

- 1) No parking signage to inform the public of the market location at this site describing that there is no parking on Plaza Way between the hours of 2:30 pm – 9pm will be required. These signs must conform to California/Lafayette Motor Vehicle codes to insure that tow aways, if required, are legal.
- 2) Consult with Police Department regarding towing, if required- performed by: Lafayette PD Police or *Private Property* towing. Private property tows are handled differently.
- 3) Directional market open signs and street closure signs

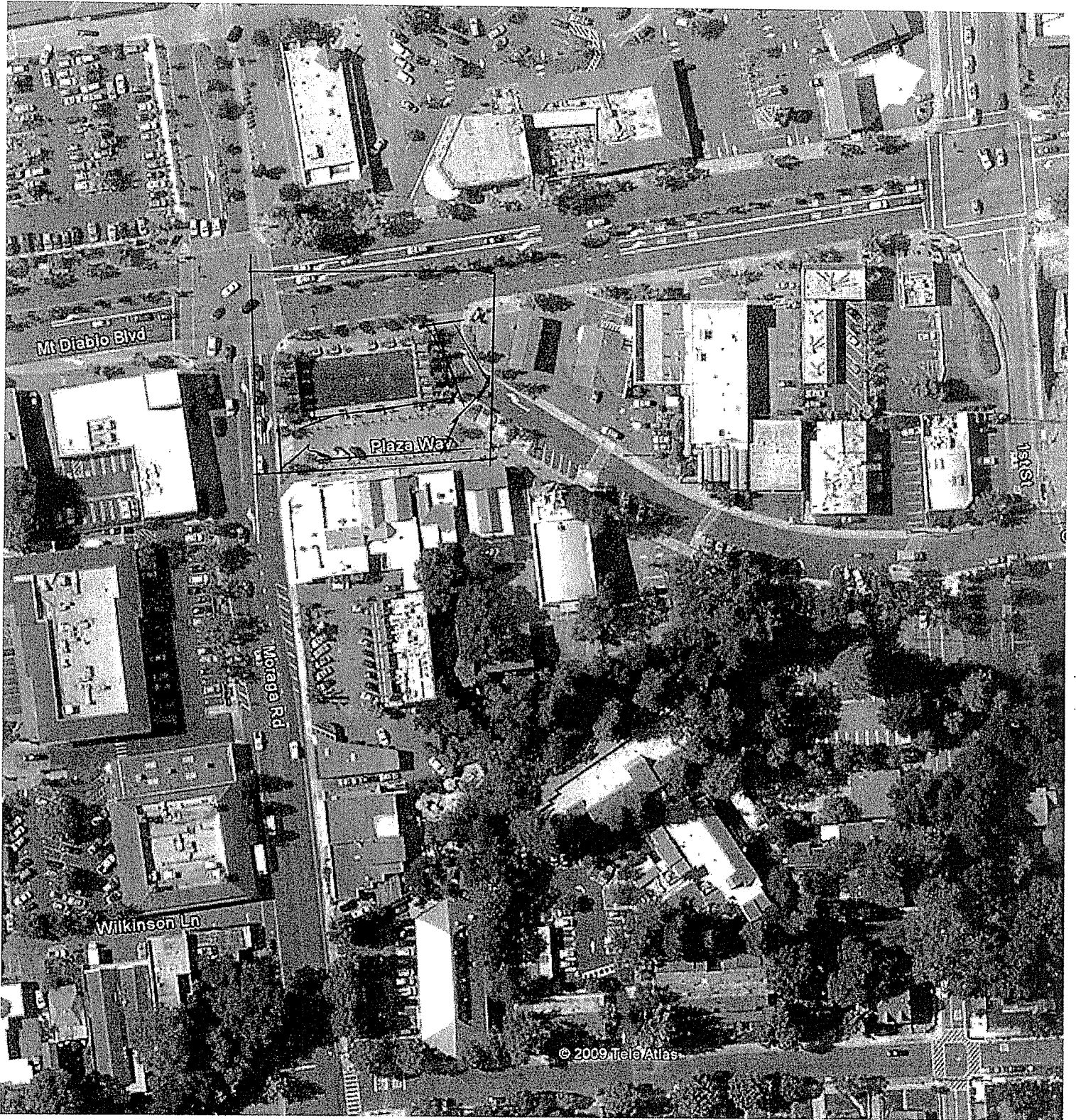
Offsite Vendor Parking

The biggest challenge is parking. We are seeking to secure a parking lot to be utilized to park off-loaded vendor vehicles, since all of the trucks and vehicles will be off-loaded at the site. Ideally, this parking lot would not be far from the market location.

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Potential Spaces

Plaza Way

20 Spaces

1. J & J
2. J & M Ibarra
3. Free Wheelin' Farm
4. Ledesma
5. Lone Oak
6. Hamada
7. Kashiwashe
8. Medina- Strawberries
9. Rainbow Orchards
10. Simmoni & Missoni-Corn
11. Ledesma
12. Caledrnon
13. Mckeown
14. Steves Bees
15. Hamada
16. Swank
17. D.R. Sanborn
18. Trachella Farms
19. Mee Vang
20. Smith Farms

Street Golden Gate Way

10 spaces

- Kettle Korn
- Bo's BBQ
- East West
- Sukhi - O
- Tamales Allstar
- "Flowers" - shops
- Cottage Kitchen
- Bakery- sweets

Lawn Area– Music & Community Booths- to be determined

Lafayette Farmers' Market

Location: **Lafayette Plaza Park**

Trial: **Fridays August 21, 28 and Thursdays September 3, 10, 17, from 4 – 8 pm**

Approximately **28 booths**

CCCFM vendor booths –**12 vegetables / mixed, 8 fruit / mixed**

non-CCCFM vendor booths

1 Lafayette floral - (Sean and other vendors in rotation)

1 Chamber of Commerce booth to advertise events / local merchants

1 non-profit booth - miscellaneous information – rotate staffing (e.g. Sustainable

Lafayette / Healthcare for All/ Creeks Committee / Senior Services /

Lafayette Garden Club / Library/ Rotary Club – All invited)

1 Lafayette Artists booth by rotation / sign-up (need coordinator)

2 Lafayette local produce booth

2 local food or drink -local restaurants invited to participate

Action Items:

Musicians – Find groups interest in performing Thursdays during 9/2009 acoustic eg Athayede//Acalanes chorale

Draft protocols for non-profit, artist, local produce booth management - who will staff booths?

Draft information about certification

Draft survey - who will make, give and analyze survey? What is process for making modifications based on feedback?

After final trial market, draft final report for City - Janet/Steve/Carol/ Keith/Jesse

Signage and publicity- CCCFM and to promote local stores (Ask City about Mt. D.corner sign)

Distribute agricultural information form to vendors (how grown and transported and where)

Assign parking monitor for front of Open Sesame, etc.

Check to see if Methodist church parking is available (Keith?)



Notes from Lafayette canvassing 6/26/09

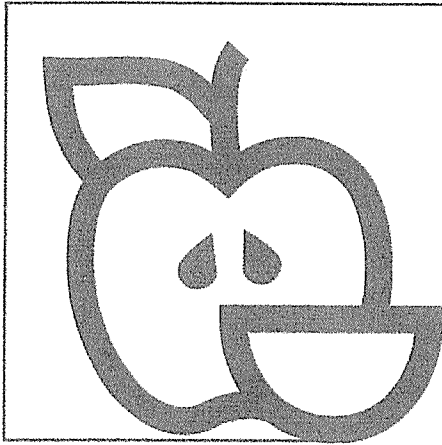
Door to Door Visits to Businesses

Question: Opinion of a 5 Week Farmers Market in Lafayette Plaza

- Sprint –Richard Yom, owner./ **Yes** 1 month open to 6pm.
- Squirrels (plaza) closes at 2pm, owner not available -no opinion
- Clean Cleaner close 6:30 – customers pick up/after 5 some impact/ OK- **Yes**
- Vino – Negative – not listening, doesn't understand.- **NO**
- Union Gas / Vladistof- requested portable toilet /no bathroom @ concert - **Yes**
- Aman's Choice Barbershop – Ziko – always happy – **Yes** start now!
- Chuck Stuart – Steward Company 925-284-1115- empty building-N/A
- Assistance League Diablo Valley – 925-284-4781- closes
- Apts 3523 Plaza Way-contact
- Theater empty building

Contra Costa Certified

Farmers' Markets, Inc.



Lafayette Farmers' Market

July 2009

Marketing Plan 2009-2010

CCCFM, Inc

P.O. Box 23727

94523-0727

925/431-8361

www.cccfm.org



Lafayette Farmers' Market Preliminary Plan - CCCFM 2009

The establishment of a successful Lafayette market is extremely important to CCCFM. The first order of business is to form a cooperative partnership with the community, the city and the merchants. This will facilitate problem solving and address concerns quickly to insure an open dialog of communication. This will offer a workable transition for optimal success. CCCFM brings the experience necessary to place the farmers' market at a prime location with high visibility that will bring interest, excitement, and good community attendance.

A Lafayette Farmers' Market Committee with key people that would need to be part of the discussion. This includes the City of Lafayette, staff - planners, traffic and police services, and merchants and businesses that will be impacted by this new market. They must be included in the conversation from the beginning through a city liaison.

Time line for Marketing

Establish the target opening date and develop a marketing plan

Keep the lines of communication open

Meet regularly with the Committee –confirmation through the city liaison.

Create a list of criteria and concerns and get it to the committee before meeting so that they can be addressed before hand with solutions

Keep the “needs” message for all concerned and be sure and have it all down on paper.

City ownership of the farmers' market is key. The information “message” should be delivered city wide- through the city website and city news letter about the farmers' market and the new location with contact information. This is an inexpensive way to reach the shoppers and citizens. Help is important from the city for the “saturation campaign” to promote the relocation and get the word out.

Meeting continually for updates on how things are going is very important.

Site Analysis

Physical site assessment-space / maps

ID expansion sites for growth

Alternative sites

Merchant awareness

Exclusives-the policies-impact vendor recruitment and participation

One Permanent Location

Get it right the first time. It is imperative that the market is established in a permanent location.

The merchants in the nearby shopping center must understand the impact of the market and the desire of the community to bring a farmers' market to the city. It is very important to explore, ask, and solved all issues and concerns to make it easier to open the market. Insure there will be no plans to move this market in the future.

Storage needs - include sandwich board signs, type 3 barricades/barriers, cones etc.
The closer to the market site the better.

Restroom facilities for farmers' and vendors within a 200' distance as per the Contra Costa Public Health Department regulations regarding farmers' markets.

Garbage and recycling service is recommended

Traffic and Safety

Meeting with traffic planners to discuss traffic flow and address needs to protect the public with barricades supplied by the City to close off the space/street/ entries in question.

In the traffic plan, the PD may be involved for car removal in the afternoons or No parking signs on Thurs. due to Farmers' Market.

Permanent Farmers' market signs

Signage support is critical.

Installing permanent signs at the market site informs the public about the uses of the parking lot and gives details about the Lafayette Farmers' Market. This type of sign helps in several ways. It promotes the market to people who park in the lot when the market is not in operation and gives important information about the season of operation, day and hours for the market. The signs also serve to protect the lot and to limit cars being towed on Thurs. Eve.

Farmers' Market Location Criteria:

1. Outreach- for working relationship with business neighbors
2. Proximity to restrooms
3. Traffic control
4. Garbage and recycling services
5. Equipment storage
6. Parking availability, disabled access
7. Traffic impact
8. Market visibility
9. Room for expansion
10. Long Term relocation
11. Publicity & promotion for relocation-banners, signs, print materials
12. Time Line-Target date for relocation
13. License, encroachment permits and agreements
14. Policies and restrictions on what can be sold

Neighboring Businesses

1. Proximity to loading zones for deliveries
2. Impact on available customer parking
3. Customer access to business
4. Competition with the Market (loss of business to the Market)
5. Market patrons using businesses' restroom facilities
6. Liability concerns
7. Litter and garbage pick-up and street cleaning

We look forward to growing the Lafayette Farmers' Market into a shoppers' downtown destination. By providing nutritious, healthy food produced by local farmers, showcasing community, health and service organizations, and topped with entertainment, we have an enticing forum for shoppers! We are excited by the opportunities available to us for 2009 and we look forward to working with city officials of Lafayette.

Goals

- To become a destination for residents and visitors (customers) to Lafayette
- To provide customers with fresh, high quality produce; interesting mix of non-agriculture products, entertainment and community socializing opportunity
- To provide education regarding food preparation and good nutrition
- To establish a connection between customers and producers
- To provide an exposure opportunity for community resources

Objectives

- To increase our community's awareness of the farmers' market through public relations and outreach activities
- To increase frequency of customer attendance
- To broaden vendor mix enabling ample shopping opportunities, both for product variety, quality and price
- The CCCFM marketing campaign would dovetail into 'Try Lafayette First!' campaign
- Short term
 - Selecting a well-researched, permanent location is of utmost importance. One that works for not only the Farmers' Market and customers, but for local merchants as well. Mutually beneficial exposure serves everyone.
 - Developing an effective, 2-way communication process with city officials to facilitate in achieving mutually outlined goals
 - Develop an evening market to operate for a 5-week period in 2009, to coincide with the music series
 - Friday markets = 2
 - Thursday markets = 3
 - Establish Lafayette Park as the permanent location for 2010 market

Strategies**Components of Market**

To fill allocated area with stalls, providing ample shopping, educational and entertaining opportunities. Components of market would be increased if physical location changes / expands.

- Potential Expansion
 - Certified Agriculture Farmers stalls
 - Non-Certified producer stalls
 - Information booth – Includes opportunities to exchange and display business promotional materials on market day and the market information at the business
 - Community/Non-profit outreach booth (no charge)
 - Entertainer booth
 - Cooking demonstrations
 - Disabled parking
 - Bike racks
 - Veggie Valet – curbside pick-up for purchases
 - Garbage/Recycle service
 - Sandwich boards
 - Pole Banners
 - Portable toilet & hand washing facilities

Vendors

In growing a market for Lafayette, we are excited about our lineup for 2009 and 2010. We anticipate having 25-30 vendors, with a good mix of products ranging from fruits, vegetables, honey, plants, eggs, and various ethnic foods. This vendor list would develop with sensitivity to existing, local markets. The vendor list for Lafayette would be promoted on our website (www.cccfm.org), and kept current.

Our current and expanding customer base

As part of a burgeoning metropolitan area, our customer base not only includes residents and visitors to Lafayette, but also the surrounding cities of Walnut Creek, Pleasant Hill, Orinda, and Moraga. Due to the many shopping and dining opportunities in the Lafayette area, we could draw from further surrounding areas as well. Additionally, with an evening market, we can draw from the other neighboring areas that may have a market on a different day/time of the week. By having one of the few evening farmer's markets, Lafayette would be offering something that surrounding communities do not have. This will provide an expanded shopping opportunity for local merchants as well.

As Farmer's Markets gain in popularity due to the increased awareness and media attention towards healthy lifestyles, specifically from the healthcare field, our markets are experiencing growth within all age, socio-economic, and ethnic groups. Working in tandem with other community organizations addressing good health and nutrition issues, we could take advantage of cross-marketing opportunities.

What's Special About CCCFM?**Community Outreach**

- As a 501(c)(4) charitable non-profit, our mandate is to promote community welfare. In short, *connect with your community*. Not all non-profits are the same. Our number one objective is to bring healthful shopping opportunities to the community of Lafayette, while providing a direct link to local food production. We combine that with entertainment, educational and civic resources. Some examples of our community outreach are:
 - CCCFM has supported the local annual Sustainable Lafayette event for the last couple of years
 - CCCFM has participated in the Acalanes HS Earthday Green Event
 - Attended 2 evenings for the movie release of "Food Inc." at the Pleasant Hill Cine art 5 through the request of the

Vendor and Customer Relations

- Our business model is a win-win proposition for both customers and farmers alike. CCCFM offers a healthy level of competition for customers to shop from, while providing farmers an opportunity to sell all their product and at a fair price.

Staff

- CCCFM has a dedicated staff, evidenced by very low-turnover rates. Working together with cities in often challenging situations, we operate fully functioning markets, well attended by customers and vendors alike.

Volunteers

- We draw talented volunteers from within the community to sit on our Board of Directors and fill supporting roles in fulfilling the goals of CCCFM. They provide a wealth of information and skills, further promoting the sense of community within our organization. We already have 2 Lafayette residents on our Board of Directors.

Tactics

Word of mouth is the most effective delivery method of getting the message out about the Farmers' Market. When you hear something from somebody you know and trust, the message comes with built-in credibility. Following in order, media coverage as news, web presence, and lastly, well-chosen print pieces.¹

Reaching out into the community via various marketing campaigns, CCCFM prides itself on being the first Farmers Market organization in Contra Costa to utilize the cutting edge technology offered by the Internet to its' fullest advantage. Our website, rich in detail and images, is deep in content, providing the community with a current source of information.

As more people turn to the web as their source for always-available information, marketing efforts move away from focusing on print. We have embraced the new media form of communication in the web and see the value of providing current, immediate, always available information to the community of not only Lafayette residents, but its' surrounding communities and visitors.

- Word of Mouth
 - The most effective promotion is word of mouth. Satisfied customers continue to give and give, telling their friends, who turn around and tell their friends. The network continues to grow, long after the customer / vendor exchange.
- Networking
 - Initiate networking opportunities with potential customers, businesses, government officials and community leaders
 - Increase presence at community events, such as:
 - Lafayette Art & Wine Festival
 - Sustainable Lafayette
 - Acalanes Earthday - Green Fair
- News & Editorial Features
 - To obtain news and editorial coverage. "Editorial coverage is far more credible than advertisements or paid publicity, it will have a greater impact"²
- Internet
 - Website – (www.cccfm.org) averaging **65,792** visits monthly in 2008, with a monthly high in summer of **92,724**, our professionally designed website is a major component of our foundation. Recognizing that with our site, our most current information is available *immediately*, 24/7, around the San Francisco East Bay Area (the world even!) Shoppers and visitors will find our site brimming with valuable information, continually updated, on a visually rich and deep site.
 - Website contains:
 - Individual market information
 - locations, season schedule, hours, vendors, music calendar, photo albums
 - Crop seasons and availability
 - Recipe Archives (downloadable)
 - Transportation information

¹

Farmers' Markets: Marketing and Business Guide – ATTRA:National Sustainable Agriculture Info Svc, 2008

²

Starting and Building a Nonprofit – Nolo Press, 2007

- Maps
 - Services available
 - Recommended materials for reading
 - Participant information (member, non-member, non-profits, community resources, business sponsorship, and musicians)
 - Rapid response to email inquiries
- e-newsletter – CCCFM newsletter, The Lettuce Leaf, automatically delivered via email. This gives us direct access to our customer base notifying them of up and coming events, crops and recipes. Professionally designed, it is well organized with valuable information.
 - E-blast – investigating possibility of coordinating efforts with local schools to issue promotional material via school e-newsletters
 - Cross marketing – we continue to seek opportunities to have reciprocating relationships with business, city and community outreach websites, by seeking cross-linking of web addresses.
 - e.g. musicians who are scheduled to appear at a CCCFM market promote their dates on their website, linking to our website
 - Local Media
 - Issue well-timed press releases to local media sources, informing about crop arrivals, upcoming events, and educational resource availability at markets.
 - Print
 - Contra Costa Times (Lamorinda Sun), Lamorinda weekly, Pleasant Hill Community Focus, Walnut Creek magazine
 - Ads
 - Press releases
 - Edible East Bay (Periodical promoting local foods, seasonality and gourmet foods)
 - Ad – published quarterly
 - Buy Fresh, Buy Local (Periodical promoting local foods)
 - Ad - published annually
 - Lafayette City Newsletter – Lafayette Vistas
 - Lafayette Chamber of Commerce promotion insert
 - Eco Metro Guide East Bay for 2010
 - Brochure – Tri-fold color brochure made available for 2010 to include Lafayette
 - Listing CCCFM markets and their seasons, hours, and location, market hotline and web address
 - Made available in Central Contra Costa at various merchants, public places, e.g. special events, community colleges, YMCA, health clubs & fairs, Earth Day, libraries, senior center, blood bank, and other businesses/public places allowing public service brochure placement
 - Raffle Postcard – Double-sided, color card promoting monthly raffle
 - Listing individual CCCFM market, seasonal dates, hours and location, market hotline and web address
 - Made available in Central Contra Costa at various merchants, public places, e.g. special events, community colleges, YMCA, libraries, health fairs, Earth Day, blood banks, and other businesses/public places allowing public service brochure placement
 - Postcard graphics included in City Newsletter – For 2010
 - Lafayette Market Poster for storefront window display
 - Gift card available at market and website
 - Promotional materials for school packets (public and private), coordinating with City issued materials relating to health issues, e.g. obesity
 - Upon approval, 2 dispersals could be possible: end and beginning of school year
 - Placement of color banners on event poles on well-traveled city streets for maximum visibility

- Sandwich Boards – 6-10 boards, strategically placed for maximum visibility
- Street closures would require city assistance for barricades and cones, storage
- Placement of color banners on event poles on well-traveled city streets for maximum visibility
- permanent signage on parking meters
- Market Hotline
 - 925/431/8361
 - Providing direct form of communication to customers not utilizing the web as tool of choice
- On Site Activities by developing a Lafayette Farmers' Market Schedule of Events and Activities 2009
 - In development with local health providers
 - Nutrition workshop
 - Disease prevention workshop
 - Health screenings
 - In development
 - Expansion of recycling program
 - Cookbook author signings
- Increase level of customer loyalty
 - Monthly raffle of gift basket containing produce and artisan items
 - Friends of the Market-volunteers
- Increased Access for 2010
 - Acceptance of EBT cards (pending State implementation of new administrator)
 - Acceptance of WIC checks
- Evaluations for 2010
 - We will provide evaluation opportunities to our customers and vendors, where valuable data will be collected
 - How they like our products and services
 - What would like to have added to our markets
 - What are their shopping habits
 - What are their shopping preferences
 - What town do they live in
 - Driving distance, parking
 - Vendor price, quality, selection comparison to supermarkets
 - Data will be collected in various formats, utilizing verbal, written, and the web for 2010.
 - Survey
 - Pedestrian count
 - Questionnaire
 - Interviews
 - Mystery shoppers
 - Continue to evaluate our industry, providing customer's with current information

Marketing Budget

As a not-for-profit organization, we face different challenges than for-profit companies do in developing our marketing and communication strategies. CCCFM manages its' budget in a fiscally responsible manner, resulting in a debt-free organization. Historically, we use approximately 25% of budget towards marketing efforts and anticipate continuing this trend. Due to the short ramp-up time, a possible negotiation of sponsorship or in kind services would be considered.

Longevity

CCCFM has served the Contra Costa community since 1982, and has managed each of our 4 different locations over the years. We look forward to the new and exciting possibilities before us for 2009/2010. We would like to be part of the team in researching and establishing a permanent location for a Farmer's Market within Lafayette.

CCCFM has a successful record, in developing our markets. We aspire to build strong, indelible ties within the community, working with city officials to achieve a mutually desired successful market.

Conclusion

CCCFM is a boutique organization, focusing our full, individual attention on a limited number of markets. We avoid amassing a large stable of markets, thus spreading ourselves thin. We prefer to put our full palette of resources into action by directly managing each market. We don't want you to get lost in the crowd!

Attachments

- Color copy of CCCFM website, home page/ future- develop a Lafayette home page
- Color copy of e-newsletter
- Color brochure
- Color postcards
- Color promotional flyer
- Lafayette Farmers' Market Events and Activities Calendar 2010
- Summary of Events Leading to the Development of a Farmers' Market
- Lafayette Community Food Group Action "Preliminary Plan"

From: Jay Lifson [mailto:jay@lafayettechamber.org]
Sent: Monday, July 13, 2009 3:46 PM
To: Robbins, Joanne; Robbins, Joanne; Falk, Steven
Cc: 'thomas'; jmmorales@bayareanewsgroup.com; 'Tony Eichers'; ed@cccfn.org
Subject: FW: Farmers Market Survey .pdf

Dear City Council,

As I had promised I am sending to you the completed survey that was sent to 761 email addresses. The list was made up of all our members (in and out of Lafayette) that get our weekly Email Newsletter on line, the businesses that are signed up for Try Lafayette First and the property owners that gave us their address after our DSP information meeting.

35 emails bounced back undeliverable or 4.6%
305 recipients opened the survey. 42%
179 looked at the survey.
131 people took the survey, which represents 17.2%

Of the 131 - 81% are in favor of a Lafayette Farmer's Market.

I will bring the survey and do a short presentation during public comment tonight. I will also bring a letter says the Lafayette Chamber supports the 5 dates in 2009 to study the impact the Farmer's Market would have on the business community. The Chamber will also ask that local businesses who are already paying rent in town that have similar products being sold at the market, be allowed to have free space at the market. The chamber also asks that the city council not make any decisions about 2010 without first evaluating the pilot program. Jay

Jay Lifson
CEO
Lafayette Chamber of Commerce
jay@lafayettechambe.org
(925) 284-7404

From: Linda Carlson [mailto:linda@lafayettechamber.org]
Sent: Monday, July 13, 2009 11:25 AM
To: 'Jay Lifson'
Subject: Farmers Market Survey .pdf

Jay:

Attached is the Farmer's Market Survey in .pdf. Pages 11-20 on the Farmers Market Survey – comments are blank. So don't print them out.

Linda L. Carlson

Constant Contact Survey Results

Survey Name: Jul 08 2009 Survey

Response Status: Partial & Completed

Filter: None

Jul 13, 2009 12:14:22 PM

1. Do you think a Lafayette Farmer's Market will help or hurt our local business owners? - Comments

Answer

Help some, hurt others. Net effect, I'm not sure.

It is also possible that it may have no effect.

It would drive people into downtown which would increase the likelihood that they would spend money.

If the event is to be held on Thursday evening and you are closing the streets in the middle of the afternoon when Lafayette businesses will still be open...I anticipate a rash of unhappy business owners and I wouldn't blame them one bit! Trying Lafayette First applies to locally owned businesses...not outside vendors taking money away from our businesses.

It might keep more business in Lafayette.

I think that Farmer's Markets have a positive effect in the community. I don't think there are any negative aspects to a Farmer's Market.

More traffic by local business. Residents will also have to buy spices, staples, meat/fish to serve with veg/fruit.

Location is not conducive to cross shopping and will in fact, hurt nearby businesses by poaching on their parking and creating increased congestion at two of Lafayette's worst signalized intersections. The City planning department should review this proposal just as it would for the construction of an equivalent sized retail building carrying on the same produce/grocery business. Exactly like the previous produce retailer located where Chow currently resides.

I think we should give the five nights a try. We won't know how things are until we do a few.

too much traffic as it is

I think it will help both local businesses and it should definitely benefit the consumer. I'm on the side of the consumer...and our local businesses should be as well.

As we know, many residents travel outside of Lafayette to buy goods. This will not only "keep" us here in the city, and I am sure individuals that stop by the Farmer's Market will trickle in to visit local businesses.

Lafayette is already a mess to drive through and knowing that it was going to be more crowded and would deter me from coming anywhere near it on market days. This will be especially disastrous once school starts in September. Can you even imagine extra people in town at 4 o'clock then?

My belief is that many stores, mainly Diablo Foods, feature local growers already. While this is a nice "idea", Farmers Markets, to my knowledge, are not supportive of the community in the way many existing business do such as school sponsorships, auction donations etc. Let's keep the little money people have these days in Lafayette Business and not work against them.

yes I think it's great. The business owners on the circle might not be happy at first but I think it might introduce people to what's back there.

A Farmer's market will bring one additional "community" event and give one more circumstance for residents to get out of their normal daily path and interact in town with the other residents.

This is detrimental to our local businesses that provide these products. This is absolutely a duplication whether produce or plants, etc... of what our own Lafayette merchants have to offer

Anything that brings business, especially a farmers' market, which most people enjoy, will increase business staying in Lafayette. It is a great idea--I hope it goes.

It may help some places near the Market but I suspect that it will have a small negative impact on the existing grocery outlets in town.

It depends on the time of day they are open. If it's a Sunday morning it'll have little or no impact.

It will bring people downtown.

More people will come to the area that might not otherwise. The retailers will be visited or recognized. Those that sell groceries should not be effected to any great degree. People that shop at the markets have a tendency to buy fresh foods anyway. Grocery stores may be visited to pick up non-market items. Overall there should be a benefit.

This helps build and support community.

by giving more options to shop, it will help Lafayette residents shop in Lafayette.

What type of businesses are in that area where the proposed farmer's market will be? I can't think of any that would be hurt except for Safeway who sells fruits/veges. And as far as 'local' goes, aren't these farmers local? The 2nd hand store might acquire more patrons. Pet owners may pick up some pet food while at the mkt. It seems that if people are shopping for f/v and there's a business that has what they need in the area, yes, I think it may increase business.

I now go into Walnut Creek for the Sunday morning farmers market 1-2 times/month and tag other shopping errands around this trip. If I shopped Thursday night in Lafayette I would

do my extra shopping in Lafayette not WC

Great Idea!!!

I think that it is a great idea if it is held on the right day/ time. A weekend morning seems like a much better idea than a week day. Thursday nights are not as busy for me as weekends--I think the same would be true for a farmer's market.

Possible impact on stores such as Open Sesame and Diablo Foods, who are already going to be taking a hit when Whole Foods opens. Also, concerned about impact on parking for merchants in the Plaza Park area. Our loyal customers rely on the consistent availability of parking. As a hairstylist at Plaza Park Salon, my customers consistently state their appreciation for the ease of our parking availability. What will keep shoppers of a Farmer's Market from parking in our free and convenient lot?

Always great to see a town with people in its streets and parks, not just parking lots.

Supporting local growers will bring awareness of "in season" produce, thus sending folks to the local grocers when they run out!

When you can bring lots of people out, everyone benefits.

It's all about finding a way to complement the farmers market, not fight it.

It makes our downtown more appealing to visit. Hence folks will learn where we are and come back hopefully.

It needs to be good-sized to make it work.

I tend to buy produce at Safeway when I can't get to Orinda's Farmer's Market during the summer.

Will bring people to downtown area both those that reside and some from out of the area

Increase visitors to the downtown and also bring our own residents downtown to shop rather than to Walnut Creek or Moraga or Orinda for fresh produce.

I think this is an area of Lafayette that does not get a lot of foot traffic.

It is possible that more clients could be drawn to the downtown area benefiting many of the businesses in the area.

I shop locally, mostly at Diablo Foods and even though I am in FULL support of a farmers market here in town - I think it may hurt the local businesses

With Trader Joe's, Safeway, and now Whole Foods scheduled to open in Lafayette, I'm afraid a farmer's market might contribute to the undoing of Diablo Foods. It would be a terrible shame to lose this excellent, long-time family-owned small business, which already provides many locally produced foods.

I wouldn't hurt my business, but might affect those of the smaller grocery stores (Diablo Foods, Trader Joe's and Whole Foods). ☐☐☐☐ I like the idea and would buy produce there.

Anything that brings extra customers to our area or keeps locals in town helps our local economy & community

May help restaurants and other business -- will of course hurt food markets --

A farmers market will be a welcome edition to the sense of community in our area, especially on a weekend day.

It is nice to have the foot traffic and adds to the appeal of Lafayette.

I am unsure if it would hurt merchants from the standpoint of reduced sales and impact on parking at the surrounding businesses. On the other hand it may increase business to others because of the exposure and may make no difference to the parking being that it is on a Thursday evening.

Depends on where it is located and at what time.

The same market/day/hours exists on Shattuck at Rose in Berkeley...helping neighboring business.

I think the farmer's market will bring people out into the community and attract people from neighboring communities

It will have a de minimis effect.

I am not sure,

It will bring customers into the area.

Any "attraction" that drives traffic / gives people a reason to visit Lafayette is positive for merchants.

3. If you answered yes to Question 2, at which local Farmer's Markets do you shop? - Responses

Answer

Walnut Creek

Walnut Creek

Moraga

Danville

Walnut Creek

Orinda and Moraga

Benicia, Vallejo, Fairfield, and Vacaville

Moraga, Orinda, Walnut Creek

Berkeley, Oakland and sometimes Walnut Creek

Orinda, Walnut Creek and Danville
walnut Creek
Walnut Creek and Pleasant Hill
Moraga
Walnut Creek (live there)
Walnut Creek, Orinda, Moraga
concord, thursday night w/ music
Martinez
Moraga
Walnut Creek
walnut creek
orinda
Walnut Creek-Sunday
Moraga, Orinda, Walnut Creek, Pleasant Hill, San F
Pleasant Hill, Concord
Mostly in Danville
walnut creek
Walnut Creek
Martinez on Sunday afternoon
danville, san ramon
Walnut Creek
W.C and Orinda
walnut creek
Moraga
walnut creek
MTZ/Thurs; Moraga/Sun; WC/Sun
walnut creek
usually Walnut Creek, occassionally Pleasant Hill
Orinda
Orinda or Danville
Clayton also new and doing great.Sat morning
Orinda, Walnut Creek, Pleasant Hill
Danville, Walnut Creek
Berkeley, Derby and MLK, Tuesdays, occasionally
Moraga
Walnut Creek, when we go
Walnut Creek, Pleasant Hill, Moraga & Danville
Orinda, Berkeley
Moraga
Grand Lake/Oakland
Concord, walnut creek, Berkeley.
Orinda
Moraga, San Francisco
Danville
moraga
Orinda - occasionally Moraga
Danville

Wlanut Creek and Moraga
Pleasant Hill and Walnut Creek
walnut creek
Moraga, SF Ferry Building
Moraga
Moraga and Orinda
Sometimes at Orinda, but would shop here more.
Walnut Creek
walnut creek
Walnut Creek and others
Walnut Creek Kaiser and Orinda
Martinez
orinda, & J. London
Moraga
Walnut Creek and Concord
have been to W.C. one two or three times only
wc, noraga
Walnut Creek
Walnut Creek, Berkeley, Kensington
Walnut Creek, Napa, Berkeley
Pleasant Hill, Concord
Moraga
Downtown Concord
Ferry Plaza, Fairfax, Larkspur
Various here and in Davis
Walnut Creek
5. Do you anticipate any traffic / circulation problems during the time the Farmer's Market is open (4pm-8pm)? - Comments
Answer
I'm not sure.
commute traffic will be difficult at this key intersection
Re: question #4- Parking and traffic are always a problem anywhere in the Bay Area. On a positive note, this event would bring more people to downtown Lafayette with the potential of shopping and dining in addition to the market
There is more parking in Lafayette now than ever before. I've never had a serious issue finding a parking spot (even for other busy events).
You are closing the streets for over 7 hours! How would you feel if your business were in the middle of that area?
I honestly don't know.
commuter time is hard.
Parking and traffic are always an issue in Lafayette. I think that people will adjust. Just give it a try.
rush hour time but after 6pm , no.
Boy howdie!!! Evening rush hour at the gore point of traffic coming off the freeway and heading to Burton Valley and Moraga. As with any new proposal in this City, at the very least a traffic study needs to be done. This is equivalent to adding a new 20 - 25,000 sf retail business to this busy location.
For my business, it depends how much of the 3500 block of Golden Gate Way is to be closed.
Yes, there will be some problems, but it will bring customers to the downtown!
The location proposed is great, and will not cause any major issues. Many residents of downtown Lafayette area accostomed to walking downtown, using local trails. . . .
Absolutely!
This is area is near a high traffic area already.
There's always parking issues. Think Sunday a.m. might be a better choice, after church hours?

As has been seen with other community events in the Plaza Park, this could create congestion in an area where parking is not readily available and will definitely impact
Vino Restaurant. Thursday is a popular "eat out" night.
There may be some but if traffic is rerouted, it will be fine.
Unless everyone parks in the lot opposite the new library on golden gate way there will be parking issues. Park Theater is trying to be revived and Parking is the issue.
Way can there be parking issues for the theater and none for the FM?
traffic and parking are always a problem when there's an event in the plaza.
If the city would like to participate, it could allow free parking at the meters.
Not a problem..in a small town a lot of people walk. I believe most local people will be participating at this time.
Not in the particular area you are referring to...hopefully this will add to the festive atmosphere near the new library.
#4--At rush hour, maybe. #5--If the nearby parking lot would allow people to park there, it would certainly make shopping more accessible if there's available parking.
Usually, Lafayette plans the circulation quite well, e.g., the Art & Wine Festival
yes, perhaps between 4-6:30 or so congestion downtown might be worse. What parking is being suggested? Once the library opens in the Fall will there be additional issues?
Possibly. I don't think Thurs. afternoon is a good time.
Businesses in the Plaza Park area are still doing business during these hours. Much of our business is done between 4-8 p.m. when people are done with their work day.
Possible but unlikely.
Anytime there is an attraction, and people come together there is congestion but it will work. If Berkeley can make it work three or more nights per week, I think Lafayette can handle it.
traffic always heavy @ that time anyhow; what about Sat or Sun AM
Possible increased traffic at Mt. Diablo & Moraga, and Mt. Diablo and First Street during rush hour when traffic is already bad.
Traffic in the 4-6pm range is going to be problematic no matter what activity is scheduled.
I believe careful planning can ameliorate the problem, setting aside parking spaces in designated area would help. But parking is already tight.
the 4-5 time frame might be an issue, particularly once summer is over
Rush hour 5 pm traffic will be impacted for sure but it depends on where the farmer's market was held
Given the size and regional nature of the BART parking lot a SAT. or SUN. time would be better.
Moraga Road will be more crowded, but I think that Thursday evening is the best of all possibilities.
Always a parking problem in Lafayette. Always heavier traffic during commute hour.
No as school is out. Although September & October there is a late bus from Stanley at 4:30 but that is only one or two buses and should not be an issue.
We have employees and both customers and company representatives accessing out business (including parking) up to the old Park Theatre. We need to have access to Golden Gate Way to conduct our business. Your closing the road provides extra demands and stress on already busy staff, customers and company representatives.
If there was some additional traffic on these evenings, I would be fine with that.
I don't know about this.
Hard to say -- but probably would present a problem between 4 and 6 pm -- not sure after 6 --
not much of one at least depending on where it is staged.
Parking is not a problem most nights.
Moraga Rd. is already too congested. Add pedestrian traffic at the intersection of Mt. Diablo Rd & Moraga Rd. and you could have a nightmare intersection.
Parking will be at the Safeway/Whole Foods parking lot and at the new Library parking lot. Signs will be put up, parking enforcement will increase, tickets will be passed out, and citizens will become enraged about them.
Of course.
worth a try for a year. if not successful or businesses complaining, reevaluate
I am not comfortable about the location. I really studied the layout at the one in Moraga last Sunday. I do trust your judgement and assume you have done the same thing.
You need space for the customer and the participants to park. I think most will park at the behind Bank of America and Metro. That lot is already burdened.
I would imagine there will be some congestion/circulation problems in and around Golden Gate Wy and possibly some at Moraga Rd. & Mt. Diablo Blvd. Limited parking could further the problem, but only time will tell.
Depends on where you locate it.
Traffic can be managed easily enough. Parking and pedestrian traffic need to be worked out.
Once the market is established people will learn alternate routes
I'd rather contend with traffic congestion issues than a lack of traffic!
Once school starts and the library opens

6. If the Farmer's Market were to be held on a weekend day rather than an evening, would this change your opinion? - Comments

Answer

I think that would make things worse for parking.

I love the Thursday evening proposal! This gives working people a chance to participate. I do not like Sundays in Walnut Creek, since I prefer to do my weekend shopping prior to my weekend entertaining.

It may be more congested and parking may be an issue.

Sundays would be the better of the two days...as almost all of the businesses will be closed. Traffic and parking issues would not present a problem

Saturday and or Sunday seems a better time for a farmers' market. That is when other cities have theirs. Parking and traffic concerns would be better.

However parking and traffic remain an issue in Lafayette

traffic could be better due to lack of rush hour

But, then I would recommend it be in the BART parking lot.

don't know

Does not lessen the affect of the impacts on local businesses or traffic. May increase traffic issues.

If it's held on the weekend, it should be held in a larger area like hmmm. Not sure where.

Having it on a weekend would even increase my support. I strongly suggest having it on a weekend. . . .

I think this could be even worse!!!! Nothing is worse than Lafayette on Saturdays. My family and others I know will not even pass through downtown Lafayette to get to route 24 on Saturdays.

Sunday wouldn't impact restaurants as much and local businesses in the square wouldn't lose their parking spaces then.

Typically, Farmer's Markets are in the morning and I think that tends to be more conducive for this type of event

Weekend is nice

I would like it either time--would probably prefer a weekend day.

It would be better

Parking might be a bit easier on the weekends.

On a weekend I believe we will get more out of towners...but this is good for small businesses around town.

Hmmmm, weekend at the BART parking lot might be cool. There'd be plenty of room for booths and cars and BART riders. In any case, I'd love to come home from work and walk to the Lafayette farmer's market.

Weekend day may not be as congested during after school/rush hour times.

But I like the evening idea - it's different from all of the others.

I would prefer a weekend because I think more people would attend. Farmers Markets are good places for families to go together and weekend make the most sense.

ONLY IF IT WERE HELD ON A SUNDAY!!!! SATURDAYS ARE OUR BUSIEST DAY OF THE WEEK. CLEAR TRAFFIC AND ACCESS TO OUR PARKING LOT IS ESSENTIAL!!!!

I would only be against Sunday, as I don't shop on Sunday!

Weekends could impact traffic flow and/or parking for local businesses.

The area under consideration already has a large flow of week night traffic with Lafayette and Moraga commuters during the 4pm to 7pm time slot. The farmers market near the intersection of Mt. Diablo and Moraga would make it worse.

I like evening farmers markets. I just now came back from the Davis farmers market and there were at least a 1000 people there with a great band, food to eat-we had dinner there- 3 of us for \$22 dollars and there was about 5 of those huge blow up slide/jump houses and there were moms, dads, little kids, college kids, camp kids, professors all eating and socializing together. Wonderful summer night.

prefer weekend

Yes, but I like the week night idea - gets people out and walking in downtown Lafayette. Pros & cons both ways: many businesses close at 6pm on week nights, perhaps a weekend day would be better for surrounding businesses.

Maybe there would be less conflict, but I think it would also mean less participation. Soccer on Saturday would put a huge dent in potential clients.

Saturdays and Sundays are less congested downtown. More time to shop.

Weekend traffic seems to be less..however, if it was on a weekend, it would need to be at a different time- mornings. You would then be competing with Moraga and Orinda.

Martinez has a very successful Thursday farmers market but their audience is the courthouse. We wouldn't have the traffic on Thursday...but maybe this would bring others town mid-week, a good thing for other businesses.

As a restaurant owner, this town really needs farm fresh produce.

	Sat would be good also
	This is a much better idea and will get more participants/customers Parking and traffick will be much easier to deal with
	This is best. People will ander from the market to the shops on weekends
	Weekend traffic and parking would be more of an issue than Thursday evening
	Work in Lafayette reside elsewhere
	It would add less problems for all and probably get a bigger draw.
	i do think traffic will be more conjested on a weekend
	We would support this as well.
	There are already lots of weekend farmer's markets, and not many weekday, especially in the evening. Evening events in Lafayette are always a good thing.
	Either way, we need it to happen locally. Moraga would come too, I bet.
	Walnut Creek has a large one on the weekend. Thurs night would be non-competative and gets people out in the evening which is a nice summertime activity.
	I think the time is fine. Wednesday evening might cause less traffic problems. I think Thursday is the day people run erands to get ready for the weekend.
	Parking & congestion would be less of an issue since most of the automotive repair places along GG Way are closed and the Schools could be used for the vendor and overflow parking.
	I would not be as supportive of a weekend Farmer's Market...area retailers need weekend business to survive. A weekend market is more risky.
	Depends on where it is held.
	Maybe.
	However, hours like those in Fairfax (late afternoon to evening, allow those who commute to be able to participate and yet not impact weekend business.
	Better
	8. If you were able to write the "conditions of operation", what would they include? - Responses
	Answer
	plentiful off-site parking available by arrangement at Safeway or others. traffic control officers to protect pedestrians, encourage walking to the market. free shuttle from BART parking lot
30	They must pay a sizeable rent to offset their impact. they must allow local businesses first-rught-of refusal on booth space.
	Restrict alcohol and smoking-these could create potential problems as well as add to more maintenance. Vendors should be responsible for cleanup of their own spaces after each event.
	Prohibit chartities from outwardly soliciting for money. They do this at Safeway and it's terribly annoying. We donate plenty of money to various causes, and it's annoying being
	pestered left and right wherever we go. I wouldn't mind a booth that raises money for a charitable cause so long as they do not bug anyone.
	If the event were to be held on Thursday...I would limit the market hours to two hours. That would at least lessen the street closure hours. In addition...I would offer free space to
	Diablo Foods and Safeway so they could at least compete for the dollars that are spent on produce.
	Clean up your mess and have fun. Maybe some cooking demos.
	lots of organic or I won't shop there. have access to parking lot, perhaps safeway will allow parking or other lots nearby.
	enthuisasm, smiling faces and stick with fruit and vegies
	This should only be conditionally approved and if/when unmitigatable impacts are observed, any permit to operate this 'business' should be revoked.
	weekday 11-2
	I think Lafayette is not adverse to walking and the parking issues may not be a problem.
	Sunny days, temperature around 72 degrees. Free beer.
	Donate a certain percentage of profits to local nonprofits. Allow nonprofit groups free access to have booths (room permitting) . Quality goods that reflect the high standards of
	the community.
	KEEP THEM OUT OF OUR TOWN.
	fresh produce of all kinds in a clean setting - locally grown produce if possible, opportunities for community building, opportunities for fun and enjoyment in town,
	chance to become a city with a common goal
	Sunday's 10-3
	Maybe parking space can be opened in that lot that says no theater parking or in the parking area at the new library.
	If some one wants to buy farm fresh we have markets in all the surrounding communities. Lafayette does not have to sell everything ever one else is selling.
	Sales tax paid forward would be one condition.Adaquite parking would be another.
	Vendors need to be no-impact. In other words, they need to be responsible for ensuring that the plaza is debris-free after the market. The City should not have to pay people to clean up.
	Local growers/merchants. Local may mean a specific geographic radius.

Food or food preparation items only. No jewelry or clothing or non-food related items
1. Be clean and organized ☐ ☐ 2. Be Punctual on open and closing times
?
COO: use WC (on Locust) as your model. the set up is great, easy to walk through. Absolutely no pets as per Public Health. Cleanliness of the stands. Post-market Cleanup would definitely be a priority. I wouldn't want to see a trace of them having been there. Music's good, as long as it's not obnoxiously loud.
Fresh fruits and veggies only, not prepared foods to reduce competition with local businesses?
I don't know
Impact on parking availability must not interfere with normal business. Local merchants such as Open Sesame and Diablo Food (or any other business selling similar products sold at the Farmer's Market) must be incentivized and/or unanimously support and agree to a Farmer's Market.
I would like the produce to be as affordable as possible, as i tend to shop the Grocery Outlet.
Quality products, different stuff, like bake goods, jams, flowers. Love the creperie that goes to the Concord market and Orinda's I think.
Not sure...
That as a vendor, there was not an every week commitment. That Diablo Foods could somehow have a presence if they want to, that only local organic product is sold.
Overall cleanliness, good mix of offerings...
Conformance with health dept. standards. ☐ ☐ Clear markings of where exactly the food being sold came from.
1.Less congested time such as weekends. 2.A band playing, 3.Give local businesses a booth to place coupons or materials about their businesses, 4. make available a map of downtown Lafayette. 5. families can stroll without fear of being hit by a car. 6. Organic produce and other hard to find specialty goodies. 7. Reasonable prices
certified organic, would be nice to have some quality and diversity control, can "locals" , ie Lamorinda merchants, have preference for the stalls?
I would open Two days a week
Local foods, no products from large commercial businesses
Hopefully the City... that has the reputation of micro-managing things like this... will let it happen without too much "conditions and rules which is kind of the spirit of a farmer's market anyway. if it is too "conditioned" it will feel stilted, vendors will find it too much of a hassle to attend and patrons will not come.
Biggest concern is parking. I am not sure you can bring consumers to downtown for a farmers market without easy parking. May need to have the market at another location such as the reservoir, or near Bart parking or somewhere with parking
A green farmers market with recycling and compost bins and food served on/in compostable containers and utensils (spudware.)
Mostly organic food grown locally as well as local products such as olive oil, jam, honey.
Yes, we would like to see the farmers market. Please do not close our only access road of Golden Gate Way from the Theatre down on work evenings or nights.
Depends on where you locate this market in town
Offer a booth for Diablo Foods, Whole Foods, and Safeway as they would be most affected by a Farmer's Market. Allow sidewalk display space to any shopowner at no cost.
Can't think of any. I like the set up at the other markets, food product and flowers only, locally grown, organic etc.
I am sure you will carefully write the appropriate ☐ ☐ guidelines.
NO PETS
*Local merchants are invited to have a space.*Organizers pay the City for Public Works,Toilets/Wash Station, Trash, etc. *Parking plan for vendors & patrons is decided on.
*Accurate records taken as to impacts during limited trial run to determine if it will continue next year *Vendors show proof they are collecting & turning in Sales Tax.
I would hope it could be located in a parking lot or park where it wouldn't affect traffic over much.
Wide aisles to accommodate a hundred strollers. ☐ ☐ ☐ It would be great to see the market well branded (like San Ramon) to help establish it as unique to Lafayette.
IF parking becomes an issue....
No conflict of interest here.
10. Additional Comments: - Responses
Answer
My inclination is 60 - 40 against. But I just am not sure how it will shake out as either a positive or negative.
Almost all of our East Bay communities have successful Farmer's Markets. Lafayette should be a part of this opportunity. As a long time shopper at the Walnut Creek venue, I would change to Lafayette. I have observed that shoppers are well behaved and friendly, frequently getting to know their neighbors better.
Great survey. Thanks.
In reference to question 9...I don't think that one can answer that question with a yes or no answer. So many variables go into operating a Farmers market. If Lafayette is insistent on offering a Farmers Market...at least make it on a weekend when the fewest businesses along the route will be affected.

I think that people in Lafayette visit Farmer's Markets now they just need to leave Lafayette to do it. Why not keep locals here and maybe bring in some people who might otherwise have gone elsewhere.
we need it !
Re: item 9. it appears that normal new project evaluation criteria is reduced or non-existent, based on the schedule. If traffic, parking and negative local business effects are fully evaluated, a new 'location' in town (and by this I mean 'building a new store' because that's what this is) then I see no reason to not allow the new location.
I don't think any survey will do any good beforehand. After at least three times, everyone should know whether this is a good idea or not. I don't think any long-term commitments should be given until this happens.
It will be a great idea!!!
Good luck with it.
A Farmer's Market in Lafayette is overdue. Please move forward!
See #1
Marintez does a weekend one but the courts are closed so that's a no brainer. I think Sunday afternoon when the church parking lot is empty would be smart. Maybe work out a donation to use their parking?
These "carpetbaggers" come into our center of commerce, have no investment in our community and probably do not pay sales tax which is the source of financing our general fund. Need I say more?
I see this as presenting the possibility for Lafayette to bring more consumers into our downtown while supporting our existing retailers. I also view this as an opportunity to give Lafayette a broader and more friendly reputation.
I would love to see a Farmer's Market in Lafayette--that an a movie theater (I miss the Park) are one of the few things missing in our town.
Thanks for taking the time to ask. I'll look forward to see what happens.
Bad Idea for local business
1. What other services will be allowed to have a booth? 2. How will the funds be used from this resource? 3. Senior discounts? I believe this is a good business decision for our town.
Great idea!! Always a good idea to advocate fresh, locally produced foods!!
I think it will help local business in Lafayette.
It'd be great to stop by and grab some fresh f/v before going home after work. ☐☐☐☐Good luck!
I will support the trial nights.
I would want the products to be as local as possible, as I understand that is the best for our immune systems.
Thank you for trying. Hope it will go.☐☐☐☐☐☐Catherine
Let's do it!
I think having the market will be worth any traffic issues
Perhaps a different location in town should be considered.
I can't think of a reason why this shouldn't work.
I think it would be a very good idea. There may indeed be limited parking, but I think that's not so bad -- might encourage walking or biking. The reason I don't shop at a farmer's market is that it is not convenient enough. With one in Lafayette, I would be more inclined.
I'm ambivalent - we have farmer's markets in our surrounding communities. What are the advantages to Lafayette?
I do all our food shopping, and to the extent possible, I try to get it done during the week, so a farmers market during the week has appeal. I think quality of produce and presentation will be essential for the success of the market...plus consistent advertising so we all remember when and where it's happening.
A great idea and many thanks to the Chamber and Janet Thomas and company for spearheading the effort. Lafayette has so many things that are superior to the surrounding cities... this is the one thing we are lacking.
That empty parking lot next to Bo's BBQ. Seems like a great place, downtown is already busy enough
It's a good idea..... hopefully the city, safeway, diablo foods and whole foods will not collectively put the kabosh on it. This city has a history of serving the interests of a vocal minority... I think proponents of the Farmers Market will need to work very hard to make this happen ... they havbe my support.
Would like to see the weekday market
It would be a great asset to Lafayette and get people to walk around downtown in an area they would not normally walk around in. It is hard to find quality organic food in Lafayette.
The nature of our business requires us to work until 7:00 PM most nights. There are already many demands on us and we prefer not to have to make more concessions. Please work with your local businesses to protect their interest as well..
it would be GREAT to have a farmers market here in town. We would fully support making this happen in Lafayette
Being able to get fresh produce is always a good idea.

I think Lafayette should be on the cutting edge of our community's efforts towards supporting local business. I think a Lafayette farmer's market is a good step in that direction.
I think a Farmer's Market brings people together and usually creates a fun atmosphere. Lafayette needs more there there for sure.
worth a try. evaluate later to decide if permanent.
Great idea
Farmer's markets are wonderful community assets. Conservation of resources, sense of community, setting a example for area youth, etc.It's a good thing...just need to work through the details.
I live in Burton Valley, and will continue to patronize the Moraga Farmer's Market because it is closer and I have gone to it for years.
Thanks for soliciting my comments.□□□□Michael Moore□□General Manager / Partner□□Yankee Pier
I hope you succeed in doing this on a week night or weekend. It's a GREAT idea.

Constant Contact Survey Results

Survey Name: Jul 08 2009 Survey

Response Status: Partial & Completed

Filter: None

Jul 13, 2009 12:14:22 PM

1. Do you think a Lafayette Farmer's Market will help or hurt our local business owners?

	Number of Response(s)	Response Ratio
Help	104	79.3%
Hurt	21	16.0%
No Responses	6	4.5%
Total	131	100%
55 Comment(s)		

2. Do you currently shop at a local Farmer's Market?

	Number of Response(s)	Response Ratio
<i>Yes</i>	80	61.0%
No	51	38.9%
No Responses	0	0.0%
Total	131	100%

3. If you answered yes to Question 2, at which local Farmer's Markets do you shop?

82 Response(s)

4. Do you think parking in Lafayette will be an issue on Thursday night?

	Number of Response(s)	Response Ratio
Yes	64	48.8%
No	63	48.0%
No Responses	4	3.0%
Total	131	100%

5. Do you anticipate any traffic / circulation problems during the time the Farmer's Market is open (4pm-8pm)?

	Number of Response(s)	Response Ratio
Yes	58	44.2%
No	69	52.6%
No Responses	4	3.0%
Total	131	100%

55 Comment(s)

6. If the Farmer's Market were to be held on a weekend day rather than an evening, would this change your opinion?

	Number of Response(s)	Response Ratio
Yes	55	41.9%
No	71	54.1%
No Responses	5	3.8%
Total	131	100%
53 Comment(s)		

7. Would you be inclined to visit a restaurant or local business before or after shopping at a Farmer's Market?

	Number of Response(s)	Response Ratio
Yes	100	76.3%
No	31	23.6%
No Responses	0	0.0%
Total	131	100%

8. If you were able to write the "conditions of operation", what would they include?

52 Response(s)

9. Are you in favor of a local Farmer's Market in Lafayette?

	Number of Response(s)	Response Ratio
Yes	106	80.9%
No	23	17.5%
No Responses	2	1.5%
Total	131	100%

10. Additional Comments:

48 Response(s)

From: Melissa Mazzoli [mailto:melissa_mazzoli@hotmail.com]

Sent: Tuesday, July 14, 2009 3:54 PM

To: wmarket@cccfn.org; Jay Lifson; Robbins, Joanne

Subject: Child Safety and Proposed Farmer's Market Site

Greetings All,

As efforts continue to plan and consider the Plaza Park area as a pilot site for a Farmer's Market to be held on Thursdays, 4-8 p.m., beginning late August through October, please also take the following into consideration.

Stanley Middle School will be back in session during the proposed hours of the Farmer's Market (set-up beginning approx. 2:30 pm.). Dozens of children walk up First Street after school to Golden Gate Way to gather and wait for their parents to pick them up. They gather around the Great Wall Restaurant and all along the intersection of First and Golden Gate Way. I know from experience that these kids are not particularly present to traffic and extra care by drivers is already required under normal traffic conditions. Please consider the added impact of traffic from vendors, etc. on the safety risk to these large groups of children.

In addition, there is a slew of parents during the after-school hours who drive down First Street from Mt. Diablo Blvd. who scramble to find locations to pull their cars over at the intersection of First Street and Golden Gate Way while their children load in. Again, under normal conditions, traffic often backs up on First Street and along Golden Gate Way, often effecting traffic flow up to Mt. Diablo Blvd.

Anyone who has ever had to navigate through town during normal school hours can attest to the impact of traffic, parking and heighten safety risk to child pedestrians. I believe that, if the Farmer's Market goes through as proposed, the time of market set-up (approx. 2:30-4 p.m.) would coincide with the exact time when large groups of children and parents are using the same streets and intersections.

Thank you for your consideration on these points.

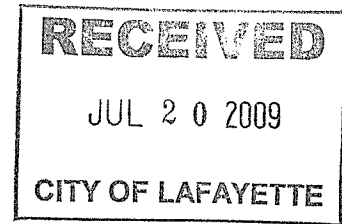
Sincerely,

Melissa Mazzoli
Plaza Park Salon
(925) 283-6701

Lauren found her dream laptop. [Find the PC that's right for you.](#)

THE STUART COMPANY

1007 Oak Hill Road • Lafayette, California 94549-3812
Phone (925) 284-1115 • Fax (925) 284-1131



July 21, 2009

RE: Farmers Market Location

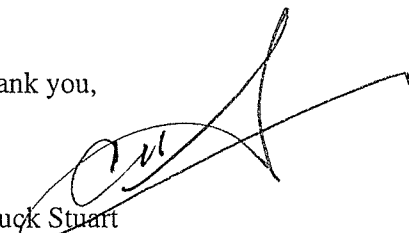
Dear Mayor and Councilpersons,

We agree with the expressed feelings of three (3) of our Council people, that the initial site selection by the Farmers Market Applicant, has a number of limitations. It would seem best to select a location which could perhaps, encourage growth if successful, and assure safety of operation.

Similar comments and concerns were voiced by surrounding merchants and property owners; some with interests beyond a walking distance away. Looking ahead, it appears counter-productive to encourage a crowd-producing activity within a relatively short clock-hour period of time, on a weekly basis, or more, to be held upon a postage-stamp size area, at the busiest intersection in town. Let alone, the requested trial/pilot (?) is to be held on one of the busiest days of the week, during peak business and traffic hours. At this intersection, crossing movements are often indecisive, particularly for the occasional user, since multiple sequence signal control is involved.

Good Planning strongly suggests a more appropriate location.

Thank you,



Chuck Stuart